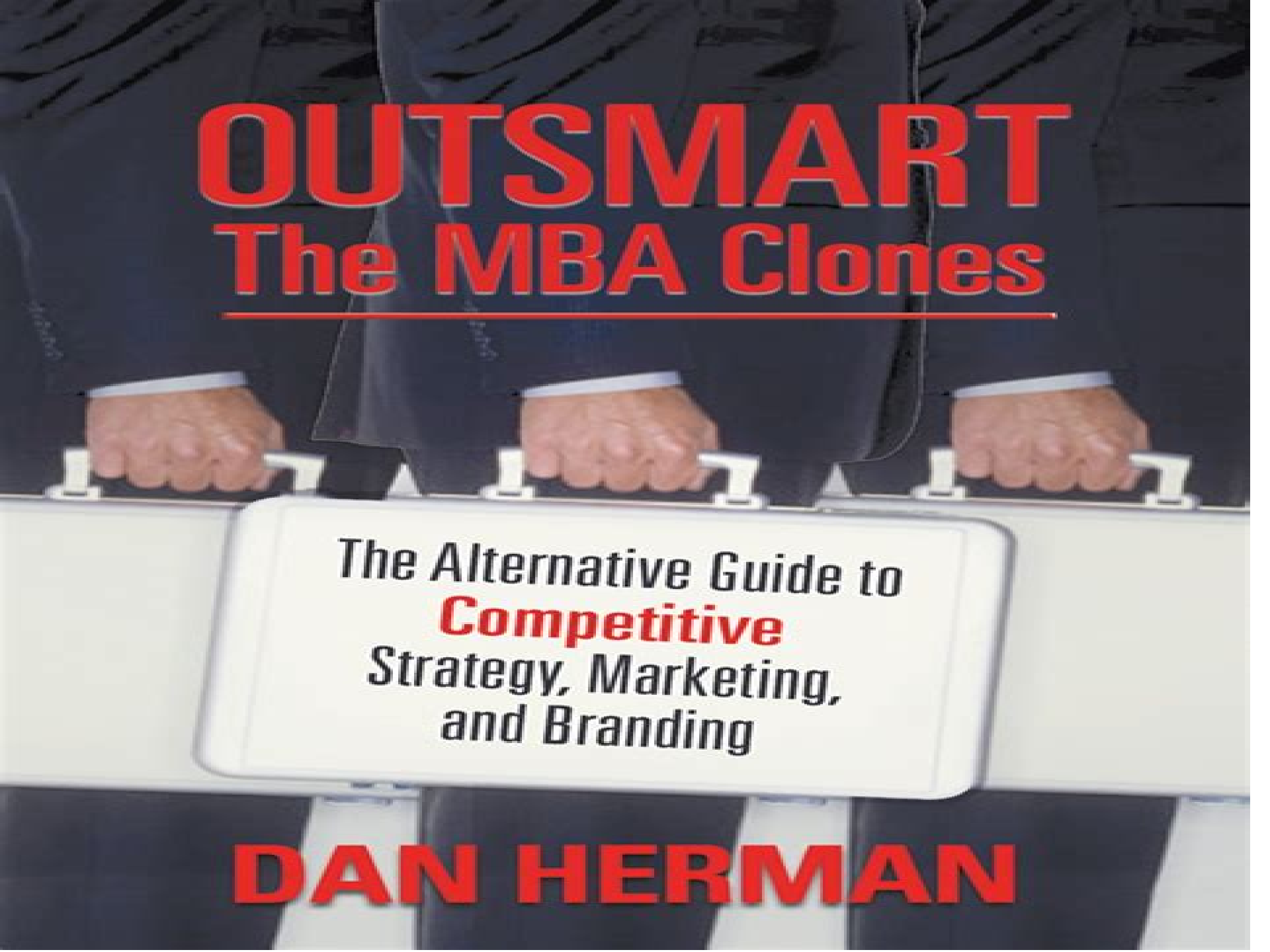


The background of the entire cover is a photograph of three business suits in dark navy blue. Each suit is holding a white briefcase with a silver handle. The suits are positioned in a way that their legs and hands are visible, creating a sense of multiple figures moving in unison.

OUTSMART

The MBA Clones

The Alternative Guide to
Competitive
*Strategy, Marketing,
and Branding*

DAN HERMAN

Outsmart The Mba Clones The Alternative Guide To Competitive St

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Outsmart The Mba Clones The Alternative Guide To Competitive St:

Outsmart the MBA Clones Dan Herman, 2008 Dan Herman's book is not really about M B A s it s just badly titled Actually his subject is the continuing power of product differentiation and he is challenging how marketers conceptualize their work He explains how to electrify consumers by developing innovative products and services that your M B A clone competitors are reluctant to imitate thereby handing you a monopoly Herman comes out swinging as a bold strategist but because his thinking is both nuanced and complex his book is sometimes difficult to follow Still getAbstract considers it a useful text in marketing strategy and recommends it to marketers of all stripes Even if you decide not to follow Herman's logic down all its paths you can harness his clever ideas and out market all those M B A clones [Outsmart the MBA Clones](#) Dan Herman, 2014 [Building Brand Equity and Consumer Trust Through Radical Transparency Practices](#) Veselinova, Elena, Samonikov, Marija Gogova, 2017-07-13 The creation of business value and competitive advantage is crucial to any company in the modern corporate sector By developing positive relationships with consumers businesses can better maintain their customers loyalty Building Brand Equity and Consumer Trust Through Radical Transparency Practices is an innovative reference source for emerging scholarly perspectives on the role of branding in organizational contexts and techniques to sustain a profitable and honest relationship with consumers Highlighting a range of pertinent topics such as risk management product innovation and brand awareness this book is ideally designed for managers researchers professionals students and practitioners interested in the development of value creation in contemporary business **Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources, 2018-01-05 Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers To achieve this goal companies must utilize current digital tools to create a strong online presence Digital Marketing and Consumer Engagement Concepts Methodologies Tools and Applications is an innovative reference source for the latest academic material on emerging technologies techniques strategies and theories in the promotion of brands through forms of digital media Highlighting a range of topics such as mobile commerce brand communication and social media this multi volume book is ideally designed for professionals researchers academics students managers and practitioners actively involved in the marketing industry [Brand Busters](#) Chris Wirthwein, 2008 No matter how good a marketer you are it is easy to slide into behaviors that ultimately make your marketing less effective Chris Wirthwein has identified the seven most common mistakes made by marketers of technical and scientific products and he explains how to avoid them With wit and passion he helps you learn how to overcome the mistakes of marketers of technical and scientific products and how you can learn from these mistakes no matter what kind of product or service you are offering You learn how to avoid the mistakes and get on with efficient marketing and advertising The seven mistakes 1 Talking Needs Instead of Wants 2 Falling in Love With your Product Instead of Your Customer 3 Believing that Marketing is a Science or an

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Business Chris Diener,2008 Choice modeling sometimes called choice based conjoint analysis or discrete conjoint analysis isn t for everyone but its wide range of applications can help many companies optimize their new products or existing product lines It allows firms to increase competitiveness and profitability and can provide ROI analysis of marketing decisions before you finalize them It tells you what kinds of trade offs your customers may be willing to make and helps analyze those trade offs Diener stresses that choice modeling more closely represents the actual decisions that customers make when they are considering purchases especially of big ticket items His step by step analysis of the choice modeling process helps uninitiated marketers decide whether a choice modeling project is appropriate for their situation helps managers explain it to their clients and colleagues and helps marketing executives unlock the potential of their market research investment This book will help executives understand the strategic power of market research It will help managers explain the value and accuracy of choice modeling or choice based conjoint analysis to their colleagues And it will give research salespeople confidence in explaining choice modeling to their potential clients As competition heats up among both domestic and global companies it is critical to know as much as possible about what will cause customers to choose your products and services and stay loyal to you Choice modeling will help **RFID** Mickey Brazeal,2009 Most companies think of RFID radio frequency identification as a boon to supply chain management But author Mickey Brazeal sees it as a way to improve your customers experience and your bottom line at a time when consumers are demanding better service From product and food safety to cutting the costs of health care and bringing point of sale to the shopping cart Brazeal explains how RFID will improve the customer experience while introducing efficiencies to the marketplace Brazeal tackles the subject of privacy head on with a chapter that discusses how companies can use RFID to benefit customers while still respecting their privacy The future of RFID is limitless With many examples and what ifs Brazeal challenges his readers to think about how RFID can improve the customer experience in countless ways The book includes an appendix to help the uninitiated

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